

Reference Material

Applied GCE in Media: Communication and Production

6973 – Unit 1: Industries, Texts and Audiences

Issued: 2012/13

PREFACE

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Please note that:

- The original portfolio work has been reformatted and condensed to reduce the file size and document downloading time.
- The portfolio exercises are original candidate work and may contain grammatical errors and spelling mistakes.
- Some items may have been removed altogether, please refer to the notes by the Principal Moderator for specific references.

Principal Moderator's Notes on the Exemplar:

It must be emphasised that these examples of student work are from a real centre and students and, as such, are neither exemplar materials, nor examples of "perfect" work. The publication of these materials is intended to give centres an idea of how students were able to meet the criteria. The commentary below refers to the Assessment Criteria level rather than grades. Grade boundaries for all subjects are set each year based on the achievement of the cohort however the Assessment criteria and therefore the Standard remain constant.

AS Media Production: Demographics Lecture

Name: James Stephenson Date completed: 6/10/2009

1. What are:

Audience segments: These are the target audience or audiences. Either primary or secondary.

Narrowcasting: This is when it is aimed at a small audience, sometimes called a Niche audience. Also this is for a select group of people.

Broadcasting: This is when it is aimed at a large audience with many different types of people, from a range of backgrounds and cultures. *great*

2. How can geographic variables affect advertising?

The advert may be changed to suit a certain climate, country size or region. The advert may incorporate Vernacular speech (everyday common speech of the area).

3. What kinds of jobs are associated with following socioeconomic groups?

- A Professional Staff (architects, judges, lawyers)
- B Middle Management (teachers, nurses, social workers)
- C1 Junior Management (traffic wardens, ambulance workers)
- C2 Skilled Manual (plumbers, electricians)
- D Semi-skilled and unskilled workers (shop workers, painters)
- E Those dependant on the State (pensioner, relying on the state)

* Children fall into the same category as their parents.

4. How might knowledge about your audience's behaviour patterns help you as a media producer?

You can alter your media to suit the behaviour patterns of your target audience. This makes the target audience respond more to your media as they have something to relate to it.

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5. What problems are there with the socioeconomic model for segmenting audiences?

- Old fashioned view of the world and how people are paid.
- Not good when dealing with young people, it assumes the children or younger age are the same as their parents.
- It assumes people of the same groups share the same interests etc as others from that group.

6. How does Young and Rubicam's system solve these problems?

It is more up to date with Modern lifestyles. It is better for dealing with younger people. It's a system based on how people actually spend their money and how they think, rather than just how much they earn.

7. How does Young and Rubicam's psychographic model segment audiences?

By these sections:

- Personality
- Life-style
- Values
- Attitudes

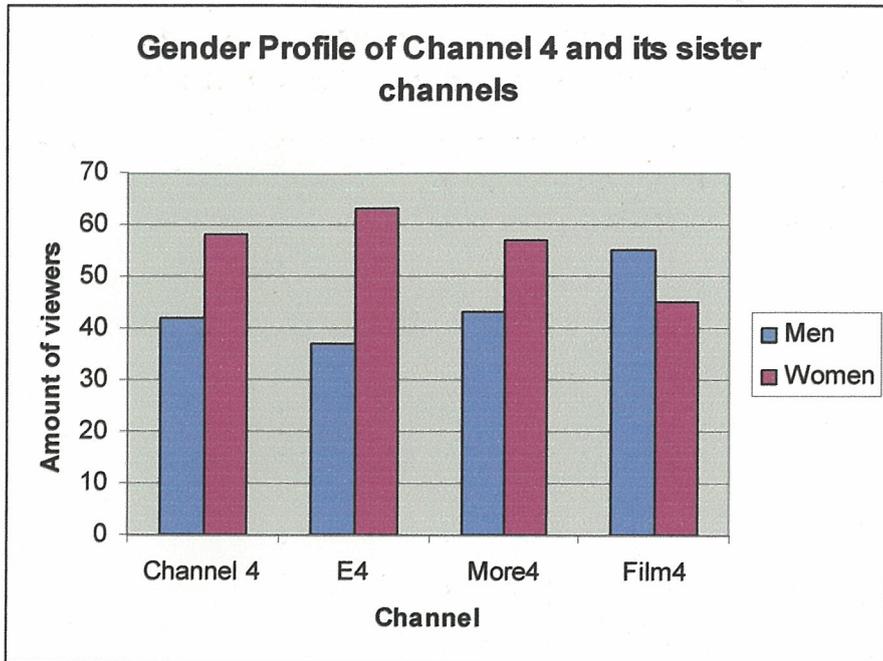
8. Who is the tribe model particularly effective for and how does the tribe model segment audiences?

It is particularly effective for the younger generation e.g. 12-25 age range. This is because these groups or tribes don't really stay when a person is older as they have more responsibilities. It segments audiences by: the media they consume, the clothes they wear, the brands they buy, the music they listen to, their activities/hobbies and their appearance.

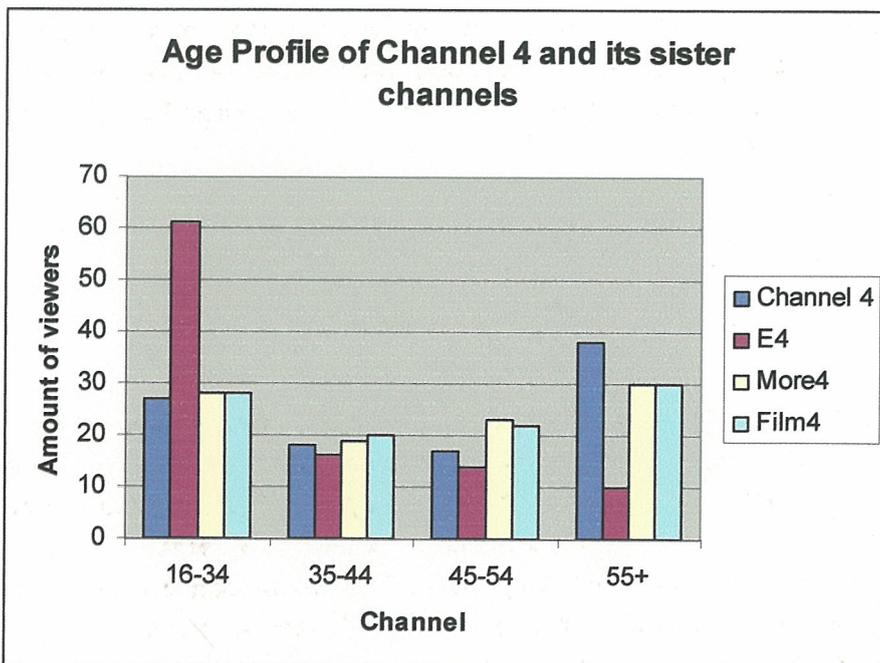
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Channel 4 and Segmentation ✓

Task One



I found that there are more female viewers than male on Channel 4, E4 and More4 and more male viewers than female on Film 4, which suggests the programmes that Channel 4 and the sister channels are broadcasting, are targeted towards females and contain content that interests females more. Film 4 most likely is targeted towards men, because men generally enjoy watching films more than females. ✓

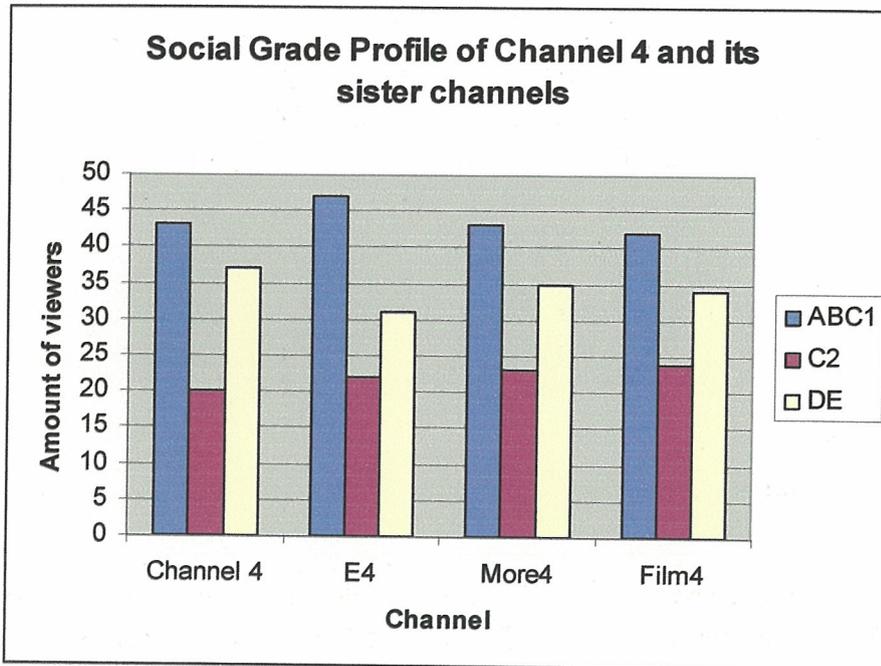


I found that Channel 4, More4 and Film4 are shown to be aimed at the 55+ age group; this may be because people of 55+ have more time to watch television than younger people, and these channels

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Channel 4 and Segmentation

feature shows which interest them such as game shows and documentaries. This is strange as many of the shows on these channels are definitely seen to suit a younger audience. E4 was aimed clearly aimed at 16-34 year olds; this is because the programmes shown on E4 are directly targeted at a younger audience, with shows that show issues in which younger audiences have to deal with.



I found that Channel 4 and its sister channels are aimed at the A, B and C1 groups. This is most likely seeing as these groups have the most money, therefore can contribute to the channels profit more. Channel 4, E4, More4 and Film4 are all channels not funded by license fees, therefore are not guaranteed to have money. This forces them to make as much money as they can from the viewers through advertisement and sponsors. Seeing as A, B and C1 socioeconomic groups have a higher status of job they generally make more money, which is primarily what Channel 4 and sister channels need from viewers.

Task Two

Channel 4

Target Audience: The target audience for Channel 4 is aimed at the socioeconomic groups A, B and C1. This is because they generally have more money than the other groups. This is important as channel 4 makes its money from advertising. Therefore they are going to want to attract the people with more money to watch their programmes. They are aimed at the female gender. This is generally because most of the programmes featured on channel 4 are more interesting to the female audience, such as soap operas like Hollyoaks. Also channel 4 is aimed mainly at the age group of 16-34, this is noticeable from the various shows directed at teens and young adults such as friends.

Key Programmes: Hollyoaks – Aimed primarily towards females and 16-34 year old audiences, this reinforces the gender and age profiles.

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Channel 4 and Segmentation

Friends – Aimed primarily towards females and 16-34 year old audiences, this reinforces the gender and age profiles.

Peep Show – Aimed towards the 16-34 year old audience, this reinforces the age profile.

Location, Location, Location – Aimed towards the socioeconomic groups ABC1, this reinforces the socioeconomic group profile.

How?

Channel 4s target audience show: Hollyoaks, this programme is a key example of how channel 4 is aimed at females; it is a soap opera, which are watched primarily by females. This is also the case with this soap opera. Hollyoaks is also a good example of how channel 4 is aimed at 16-34 year olds, seeing as the characters in the programme are of this age and they deal with the problems that this age group deals with. Hollyoaks also covers the socioeconomic group of ABC1, as the show includes families and lifestyles of people from those groups.

E4

Target Audience: The target audience for E4 is aimed at the socioeconomic groups A, B and C1. This is because they generally have more money than the other groups. This is important as E4 makes its money from advertising. Therefore they are going to want to attract the people with more money to watch their programmes. They are aimed at the female gender. This is generally because most of the programmes featured on E4 are more interesting to the female audience, such as soap operas like One Tree Hill. Also E4 is aimed mainly at the age group of 16-34, this is noticeable from the various shows directed at teens and young adults such as skins.

Key Programmes: Skins – Aimed towards 16-34 year old audiences, this reinforces the age profile.

Scrubs – Aimed towards 16-34 year old audiences, this reinforces the age profile.

Smallville – Aimed towards the 16-34 year old audience, this reinforces the age profile.

Ugly Betty – Aimed primarily towards females, 16-34 year old audiences and the socioeconomic groups ABC1, this reinforces the age, gender and socioeconomic group profiles.

E4s target audience show: Skins, this programme is a key example of how E4 is aimed at 16-34 year olds; the 9 main characters of the show are all teenagers and the main storyline is based around college/teenage life. Skins accommodates for females as females generally enjoy soap/dramas and like to see romance and relationships, which are presented thoroughly in Skins. The show also covers the socioeconomic group of ABC1, as it includes the lifestyles and behaviours of people with slightly more money, such as going to clubs and buying the "trendy" clothes.

Channel 4 and Segmentation

More 4

Target Audience: The target audience for More 4 is aimed at the socioeconomic groups A, B and C1.

This is because they generally have more money than the other groups. This is important as More 4 makes its money from advertising. Therefore they are going to want to attract the people with more money to watch their programmes. They are aimed at the female gender. This is generally because most of the programmes featured on More 4 are more interesting to the female audience, such as Brothers and Sisters. Also More 4 is aimed mainly at the age group of 16-34, this is noticeable from the various shows directed at teens and young adults such as Without a Trace.

Key Programmes: Brothers and Sisters – Aimed primarily towards females and 16-34 year old audiences, this reinforces the gender and age profiles.

Without a Trace – Aimed towards 16-34 year old audiences and the socioeconomic groups ABC1, this reinforces the age and socioeconomic group profiles.

Curb your Enthusiasm – Aimed towards the 16-34 year old audience, this reinforces the age profile.

ER – Aimed towards 16-34 year old audiences, this reinforces the age profile.

More 4s target audience show: Without a Trace, this programme is a key example of how More 4 is aimed at females; the main storyline is based around a murder and investigation plot, which favours the females. Without a Trace shows interest for 16-34 year olds, as the murders and crimes committed play to younger audiences' likings in terms of action. Without a Trace covers the socioeconomic group of ABC1, as the main job line is of an upper class, where a person from ABC1 could have the same job as they do, but someone from DE wouldn't.

Film 4

Target Audience: The target audience for Film 4 is aimed at the socioeconomic groups A, B and C1.

This is because they generally have more money than the other groups. This is important as Film 4 makes its money from advertising. Therefore they are going to want to attract the people with more money to watch their programmes. They are aimed at the male gender. This is generally because most of the programmes featured on Film 4 are films, which is generally what males want to watch. Also Film 4 is aimed mainly at the age group of 16-34, this is noticeable from the various shows directed at teens and young adults such as Blade II.

Key Films: Night at the Museum – Aimed primarily towards males and 16-34 year old audiences, this reinforces the gender and age profiles.

I, Robot – Aimed towards 16-34 year old audiences and the socioeconomic groups ABC1, this reinforces the age and socioeconomic group profiles.

Night Watch – Aimed primarily towards males and 16-34 year old audiences, this reinforces the gender and age profiles.

Channel 4 and Segmentation

Austin Powers in Goldmember – Aimed primarily towards males and 16-34 year old audiences, this reinforces the gender and age profiles.

Film 4s target audience film: I, Robot, this film is a key example of how Film 4 is aimed at males; the main storyline is based around robots going out of control from being common household helpful robots, to attacking civilians and a cop trying to stop them, this is action packed therefore male orientated. I, Robot shows interest for 16-34 year olds, as there is high action scenes and futuristic machines. I, Robot covers the socioeconomic group of ABC1, as the main job line is a cop, which lies in the group of B. Also there a high tech and futuristic weapons and machines, which refer to large amounts of money and research.

Task Three

E4

Skins

Skins is a soap drama based around 9 teenagers who attend a college. This is significant as the audience they are trying to attract are from the same age range at 16-34 and also go to college. The problems that the characters face attract the target audience, as it may be problems that they have to deal it. The variation of different characters featured in skins have different personalities and appearances, this attracts their target audience as they can relate to one of the characters that most resembles themselves.

What are their problems?

The characters:

Specific characters?



Examples of how the characters have varied personalities:



Effy – “Enigmatic and elusive, Effy’s the queen bee - attractive to all around her, utterly in control of herself and totally independent”. As quoted by E4 (<http://www.e4.com/skins/the-gang/series3.html>)

and?

Channel 4 and Segmentation



JJ – “Master illusionist JJ's got a huge imagination, with child-like excitement, he dreams up entertaining schemes”. As quoted by E4 (<http://www.e4.com/skins/the-gang/series3.html>)

and?

They attract their female audience from the basis that females generally like to watch shows with an aspect of drama or soap. This is a part of skins with its interesting storylines based around issues that the audience may deal with.

It tries to capture the socioeconomic groups A, B and C1, from featuring the houses the characters live in, the lifestyle the characters go through e.g. further education (college) and the possessions the characters own.

quite specific examples.

Editing: Skins has a fast paced style of editing where by the opening scene has about 50 shots in under 30 seconds. This appeals to the audience as younger audiences thrive on action and fast faced visuals. The first scene in series 3, episode 1 starts slow, but builds into a fast pace when the character realises he has a problem of being late.

Presenters and Characters: The characters in Skins show stereotypes of teens of the audience. It shows the characters in ways in which teens behave in real life, which gives an element of realism and gives the audience a way to connect to the show. The audience is also connected to show through these characters as they may see one that most resembles themselves.

Setting: The setting of Skins is based in an urban area. It is a common representation of where college students talk to each other and engage in activities. This urban setting is a real setting which allows the audience to relate to the characters more as they could see themselves interacting with friends in the same area.

Programme Content: The stories and content on Skins show the lifestyles and behaviours of teenagers that go to college. With the issues of relationships, parties, jobs and homework, show the lifestyle of teenagers. The behaviours of teenagers are shown in Skins from the frequent change of moods of the characters and immature/independent attitudes.

Not bad - could have screen dumped specific shots and discussed them in more detail.

Channel 4 and Segmentation

More4

Without a Trace

Without a trace is a drama involving 5 characters. The storyline is based around a detective team that are trying to uncover the mysteries of crimes and murders around there city. This appeals to 16-34 year olds and the lower end of the age group will enjoy the action and bloody scenes and the higher end because of the thriller and problem solving aspect. The cast is mainly people in their 30s, which relates to the target audience and all have a successful job, which gives the audience something to aspire to.

is this the primary TA of More4 X

The Characters:



Examples of how the characters have varied personalities:



Jack Malone – “Growing up in Pittsburgh, Pennsylvania,^[3] Jack's mother committed suicide when he was 16.^[4] She attempted once before but Jack caught her and made her promise not to try again. She agreed but asked him not to tell his father. He has suffered intermittent guilt for not preventing her death and wishes he had told his father.” As quoted by Wikipedia

(http://en.wikipedia.org/wiki/Jack_Malone_%28Without_a_Trace%29)

and?



Samantha Spade – “She was raised in a poor, troubled home in the town of Kenosha, Wisconsin and as a result is particularly empathetic to kids in troubled situations. She was very unhappy as a teenager and tried to run away when she was sixteen, but was stopped by her mother and a policeman.” As quoted by Wikipedia

(http://en.wikipedia.org/wiki/Samantha_Spade_%28Without_a_Trace%29)

and?

You need to shorten quotes and discuss relevance?

Channel 4 and Segmentation

Without a trace attracts 16-34 year olds with action scenes and interesting plot lines with may twists and problems. For people 20-34 the aspect of problem solving may be more of an interest and 16-20 can enjoy the actual crime side of the story.

It captures the interest of the socioeconomic groups A, B and C1 as it depicts the job roles of the characters to be of high class and to be successful also to pay well. All these things being associated with the top end of the social grade groups.

Females can be interested in Without a Trace, as it features a female lead role in which she has a successful job and is respected amongst the males. Also that the Drama style of this programme resembles that of a soap opera, in which the story develops over time, and new plot twists help keep interest to the storyline. This in general attracts the female viewers.

Editing – Some slow shots are used when the characters are involved in dialogue but it increases as a crime develops and becomes very fast in a flash back of the crime. Although a younger audience thrives on a more fast pace editing style, this variation and increase over time gives a build up to an important part of the crime and suits the scene.

Presenters and Characters – The 5 main characters show a stereotype of their job role, but not of different youth groups. Although this is lacking, their background history and personalities differ greatly. The colours used are generally dark, but when not focused on a crime will be colourful. The language reflects how work colleagues would talk to each other. This relates to the audience as many of them have jobs.

Setting – Its set in a city area, therefore the urban feel plays on the younger audience as urban areas are more likely to be occupied by them. Typical crimes are committed in the city in areas which could be seen in real life; this adds realism to the show and gives meaning to the plot. This increases viewer's interest.

Programme Content – the behaviours and lifestyle of 16-34 year olds have been hit in without a trace as the successful job aspect is a large part of the lives of younger people. Also crime is a very visible thing to see in society in real life, therefore it is understandable to have these issues in a show. The behaviours of 16-34 year olds may be shown in the characters of Without a Trace, as they show how the viewers would want to act to a situation and try to help even if they don't think they would at the moment.

good examples

again/could discuss specific characters and shots in more detail.
Overall: Not bad at all - analysis needs to be taken a lot further

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BBC Public Purposes

Introduction

The BBC is a major Public Service Broadcaster (PSB) of the UK. The BBC contains 8 national TV channels, 10 national radio stations, 40 regional radio stations and a website. These are used to cover a large amount of viewers to keep a mainstream audience watching.

The BBC is funded directly from the TV license fee, which is present in nearly everyone's house; this gives it a constant and guaranteed supply of money, which therefore it can use to create a wide and varied selection of programmes, "free of adverts, independent of advertisers, shareholders or political interests".

The BBC has a mainstream audience, and tries to accommodate its large audience with its many TV channels and radio stations. To backup this fact "92.5% of the UK population used the BBC every month in 2006/2007".

The Purposes

There are 6 public purposes that the BBC says they try to achieve with their channels/programmes. They are as follows:

1. *"Sustaining citizenship and civil society"*
2. *Promoting education and learning*
3. *Stimulating creativity and cultural excellence*
4. *Representing the UK, its nations, regions and communities*
5. *Bringing the UK to the world and the world to the UK*
6. *Delivering to the public the benefit of emerging communications technologies and services"*

Sustaining citizenship and civil society tries to show news, current affairs with factual content to a high standard to the public. Also to inform the public about important issues and political changes, in a way that is more interesting than normal.

Promoting education and learning is a big part of the BBC trying to help children and students to learn useful information from within their shows.

Stimulating creativity and cultural excellence is where the BBC can feature shows which may be slightly different to the normal. These programmes have unique and original content, which appeals to the audience of people who enjoy new and interesting concepts of arts and drama.

Representing the UK, its nations, religions and communities basically shows that the BBC cares about the many varied groups of people with different beliefs, faiths and backgrounds. They want to show people from different groups that they can all enjoy the BBC.

Bringing the UK to the world and the world to the UK means that the BBC will show programmes with information about the world and what is happening, such as international news and programmes about how other people live and work.

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gaining information on current events, with the bonus that each regions news, will share the same accent as the region itself, giving the audience a sense of relevance. In terms of different cultures the soap Eastenders features a cast with different backgrounds and ethnicities. With a range of different jobs from brackets of E-A on the socioeconomic grades. Speaking for different faiths the BBC tries to incorporate them into programmes such as Songs of Praise, where the songs and music reflect and contain the ideas from different faiths and religions. Finally BBC Radio can be used for those who would prefer to listen than to watch, or wish to listen to the varied shows whilst driving or partaking in an activity. With the radio and the vast amount of television programmes, the BBC can account for everyone or at least relate somehow to everyone in one of their shows.

will argue ✓

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Public Service Broadcaster

Public service broadcasters are funded through the licence fee, not through advertisements. The PSB is there to provide a service, not a profit. An example would be the BBC, they need to provide service for all viewers by giving entertainment, information and education. The BBC has guaranteed funding, giving it very good resources.

Commercial Companies

Funded by advertisements commercial companies are there purely for money. They use other companies programmes. They buy them and host them such as ITV. They need to make a profit so they try to attract a mainstream audience to gain more money. They also make money from sponsors from large companies for their programmes. ITV makes money also from interaction with the audience such as x-factor.

Multinational Companies

Similar to commercial companies, multinational companies such as sky are the same as ITV but have a much larger audience, therefore giving it multiple income sources. From this they need their programs to be multicultural. Sky has much more revenue, therefore their programmes have much much higher quality than ITV, but require more money and more than just one audience.

ITV Overview

Introduction

ITV or Independent Television is the biggest commercial broadcaster in the UK. It holds 15 regional licences and has numerous channels such as ITV, ITV2, ITV3, ITV4 and CITV. ITV is currently based in the UK with no operations outside; this is because of government legislation, meaning no companies from other countries can take over companies from the UK.

How it is funded

ITV is funded through advertising, by selling advertising space to other companies. To do this they must create popular mainstream television based on escapist and entertainment values only, without needing to incorporate things such as education as the BBC does.

✓ good ✓
✓ well argued

Content

Due to the lack of finance the ITV features programmes of low quality with easily repeatable storylines and sets. The main programme ITV uses are soaps. Soaps are very cheap to make, the actors have a fixed salary, they can film up to 30 minutes a day compared to 2 minutes a day for films and they use the same settings/scenery. Soaps also gain high amounts of viewers due to their addictive nature. They use multiple storylines, plenty of confrontation, a range of different characters in age and give the viewer an omniscient view over the actors. This creates a loyal audience as they are shown year round with viewers who watch more having more knowledge than others.

✓ good ✓
✓ well argued ✓

Another type of show featured on ITV that is cheap to make are format shows, such as 60 Minute Makeover and Dickinson's Real Deal. These shows only use 1 camera (possibly handheld) and use the own persons home as the set. Another example are studio based shows such as Loose Women and The Jeremy Kyle show, these shows use the same set, the same cast, the programme schedules and fixed shooting locations, which all reduce cost.

✓ good ✓
✓ well argued ✓

BBC and ITV Comparison

BBC - The One Show

The genre of The One Show is a topical magazine show.

In the first magazine segment to do with teen pregnancy and where someone can go, the public purpose of promoting education and learning, with its information on the options for teenage mums in the past and the options available now.

In the second segment featured about chess boxing the public purpose of promoting education and learning is hit again as it explains this sport and shows how the sport is played and won. Also stimulating creativity and cultural excellence is being used as it shows how unique and different to the mainstream a segment can be.

For the third segment about owls and ensuring their safety from birth is Representing the UK, its nations, regions and communities as it shows the wildlife that is present in that region, also Bringing the UK to the world and the world to the UK as it shows the world that we have regions in which owls are present and that we are trying to help them.

In the fourth segment about online shopping the public purpose of Delivering to the public the benefit of emerging communications technologies and services as it gives the viewers an insight into technology and how it can be used to shop. Also the downsides of shopping online are seen from the customers seen who didn't realise they were paying monthly.

With the fifth segment about the autumn season, Bringing the UK to the world and the world to the UK is presented easily as it can be seen how the autumn season effects our wildlife, nature and how we feel about it.

In the sixth segment about Peter Sellers and how his daughter grew up with a celebrity as a father. This segment promotes education and learning as viewers can learn how life was like back then, how films looked like, what the film sets look like and how people dressed.

In the seventh segment which talks about super ants and their effects on plants, once again promotes education and learning as it teaches viewers about these ants where they came from and the damage they can cause. Also it represents the UK, its nations, regions and communities in terms of where these ants are, but also to the people who are fans of nature and animals.

For the eighth segment featuring Phil Tufnell and strictly come dancing, bringing the UK to the world and the world to the UK is seen within the programme itself, where viewers can learn about and understand the show. The public purpose of representing the UK, its nations, regions and communities is also shown as fans of dancing or the dancers themselves are being thought about.

Finally for the seventh and last segment about umami, the often missed flavour/taste, public purposes such as Promoting education and learning, representing the UK, its nations, regions and communities and Stimulating creativity and cultural excellence are provided. With teachings of what

Might be better to choose one or two segments and go into more detail?

insight

umami is and where it was originally used, how much the UK public know about umami and how unique the content is itself, these purposes have been hit well.

Guests on The One Show bring a lighter side to each story, with comedy in between segments, either about the segment or about themselves. Also having a famous face to listen to about their opinions on the matters, means the audience are more likely to agree and listen in comparison to 2 people who are unknown. With the guests on the show, viewers who are fans may also tune in to listen to their views and feelings, bringing a larger audience to the programme.

✓ good

✓ - also promotes content aimed?

The set of The One Show is colourful and modern, although the audience may not be aware fully, it does give more eye candy to the programme and give it a warmer and more relaxed feel. With this it shows how the programme can be more casual and more inviting than just a news set in where each issue is read out formally and seriously. This can also come across from the presenters, not only in there costumes but in there speech. Where they can joke around an issue or make funny remarks to guests. This lightens the mood and makes the show seem more relaxed.

✓ good - well argued

ITV - Emmerdale

The genre of Emmerdale is a Soap Opera. It helps ITV create a profit as it gains a large, loyal audience to the show. Soaps have the following characteristics: they are addictive, locations are re-used, the actors are salaried, episodes are cheap to make, large amounts of filming can be accomplished in a day and storylines are repeated. From these they create a show which is cheap and easy to make, with a large audience, therefore profits are made.

good

The narrative structure of Emmerdale is one of the ways in which viewers find it so addictive. It is presented with the numerous storylines involved within each episode. As one story is started it skips to another, then another then the next part of the first, then the next part of the second and so on. With this structure viewers will find it hard to tune away, as they haven't seen the end of the stories that were started. With the stories only being resolved at the end of the episode viewers will still have to watch the show until it has finished. With this in mind the end of the story is generally in the form of a cliff-hanger so when people expect to find out the end of the story they now have to wait until the next episode for more information on it.

So?

and how does this benefit ITV?

The content of the stories create compulsive viewing as they award viewers who have watched the show longer than others as those viewers have deeper knowledge of the characters and what they are truly like, but also how they have changed. Another major way the content is compulsive is that the issues in which the characters face are similar or relevant to issues the viewers face, therefore they feel they can relate more to the show and it feels more interesting. Viewers can also feel more interested to the storylines and confrontations of characters as they have a god like position where they know information about a character with a character in the show doesn't, therefore giving them an Omniscient type view of the characters and issues.

✓ well argued

Along with the storylines and story content, compulsive viewing is also achieved from Emmerdale featuring multiple characters. The audience is able to relate more to show as they can see one of the characters to suit them the most. Old or young viewers, or viewers from different cultures, because they feature in Emmerdale it appeals more to a larger audience.

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Another way the viewers are kept hooked on the programme is at the end of the show and throughout ad breaks. At the end of the show it is nearly guaranteed that there will be a cliff-hanger. Although this is a common ending for a soap opera it is an effective one. The viewer will feel compelled to watch the next episode as the previous episode hasn't been fully resolved or has released a new twist to the story. Adverts through the breaks try to keep the viewers entertained by showing adverts with family life and family style products, this appeals to Emmerdale fans as it relates with soaps multiple family stories.

As Emmerdale is a Soap Opera and has been explained earlier how their profits are made from cheap reusable resources, the set in which the show is featured in continuously is poor. The sets are very plain and uninteresting. Although this suits the village it can become boring to the viewer.

Could have used and discussed
screen dumps to gain higher marks.
- soundly argued though!

News Corporation

The News Corporation is a multi-national company. It could be classed as a parent as it has many subsidiary companies (child companies). The subsidiary companies are more beneficial to News Corp than employing separate people to do separate jobs for them as it cuts down costs and cuts down on time to look for the correct person for the job.

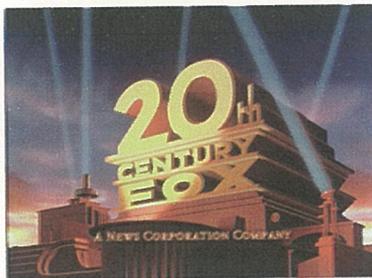
Seeing as the divisions are all in the same company, News Corporation can advertise/market, produce and distribute a programme by themselves. Giving their company and programmes a good look and an impressive front in all areas.

Examples of subsidiary companies within News Corporation are as follows:

Sky is a leading television broadcaster. It gains its funds from monthly payments that must be paid by each user. From this the user gains a much larger range of programmes to watch by expanding their channels from 1-5 to 1-999. Due to the vast amount of international customers, sky has very high quality TV and can suite its mainstream audience with its vastly different channels.



Fox benefits from Sky as many of Fox's shows are broadcasted using Sky. This increases the public awareness of Fox and money so Sky can show their franchises.



20th Century Fox is a major film studio, in which movie production and distribution. They have worked with many famous films such as Star Wars, X-Men, Die Hard, X-Files and Predator.

It benefits Fox as it gives them more reputation, popularity and connections to important people and companies.

↳ also provides sky with highly saleable content?

The National Geographic Channel hosts a variety of programmes that feature the nature of the world, from each animal to the world and universe itself. With this channel it shows how the News Corporation, Sky and Fox show appreciation to the viewers who enjoy nature and geography. This gives a nice front to these companies as it shows they are trying to help in education.



Vertical Integration

News Corporation uses a vertical integration system, in which the processes of making a programme are done in a vertical fashion from top to bottom. From production, to advertising then to distribution. Advantages to vertical integration is that it gives a degree of control over advertisements and distribution, as well as what the press say about your company. It captures the upstream or downstream profit margins, therefore taking all of the profits compared to a company with separate divisions from separate companies. Using this integration increases the entry barriers to potential competitors, therefore making it harder for them to rival with them. Such as if the firm gain sole access to a limited resource.

content also this mean?

Sports and news channels especially are affected by this, where Sky has dominated these genres due to their high amount of money. As the profits made go into the programmes there quality increases and with this the competitors decrease. With this it is very hard to rival with sky spots and news as they already have such a large audience.

Horizontal Integration

This is where a Media Company owns several businesses in the same sector of the industry. Also known as Synergy (where different companies work together for advantages to both – share resources, money, actors and sets etc.) News Corporation uses Synergy in its company to give it advantages with resources and money etc. at it can share with other companies. An example of how horizontal integration can increase profits is with Economies of Scale. This is for example when printing costs are lowered by using a large range of titles. This gives more money as there is a higher production number.

This can be easy for a company to be more productive as wikipedia says "it requires only minor changes of format and information to use in multiple media forms." For example content used in television would be used in radio as well. Or content used in newspapers would be used in an online newspaper website.

excellent but could discuss specific advantages of NC's horizontal integration especially Fox TV and film.

share resources information personnel.

Fox and ITV Comparison

Fox - House M.D.

House is a show in the genre of a medical drama. Produced by Fox and broadcasted with Sky, House a large quantity of money for each episode. With this money the quality of the show is much than that of Harry Hills TV Burp, therefore more expensive. ✓

Houses misc en scene such as costumes and make up are expensive and detailed. The costumes used in House are appropriate to the job of the actor and make up to suit the occasion. Many locations are used whether they be indoor or outdoor, which can be expensive when stuntmen and health and safety regulations are needed. House uses chiaroscuro lighting in where spotlights and specific areas are lighted more than others, which can be very expensive. ✓

The camera work used in House gives many shots, from many different angles, with differences in depth of field, this can be time consuming when filming and can cost more money. In comparison to Harry Hills TV Burp, rarely is the shot moved from being static looking at the presenter, which shows the budget of each taking effect. ✓

The editing of House is fast paced; it also uses ramping in which the editing changes from slow to fast pace, this increases interest and shows detail. This isn't present with TV Burp in which the shots are only changed from presenting to clips, with no real variation in speed.

The title sequence in House has heavily used CGI and CPIA effects, in which very well illustrated and animated imaged are shown with shots of programme content. This would have cost very large amounts for the length and detail of the title sequence. There is also a helicopter shot featured which would be hard for ITV to get in a programme as it an expensive shot to make. Comparing it to TV Burp it is clear the animated title sequence is very simple and not very detailed, which shows a much lower budget and lower quality for ITV. ✓

For diegetic and non-diegetic sounds the music used throughout the first scene is consistent but brings a feeling of action and suspense. The music is written specifically for these scenes and matches them perfectly. With TV Burp the same into music will be played in every episode and it features no diegetic sounds. With House the diegetic sounds can be heard from the tennis game and boxing match etc. ✓

ITV - Harry Hills TV Burp

Harry Hill is a comical clip show in which funny clips are watched and commented about with wit and humour from Harry Hill. The show only uses 1 camera throughout an episode; which is static and is placed directly at the presenter. This is a large contrast to Houses range of multiple cameras at various angles. It shows how ITV doesn't have the same money for the programme as Fox does, due to the size of companies. ✓ ✓ ✓

good but could illustrate these points

How is this expensive?

good

good

As the content in TV Burp is primarily clips, they don't need to create their own footage, which saves them money. This wouldn't be seen in House as it is higher quality and has more money to spend, so all content will be there own.

As said earlier the animation in TV Burp is considerably lower quality and less detailed compared with the animation in House. The animation lacks detail, animations are simple with only few objects moving, colours are simple and no significant illustrations are shown.

The music used in TV Burp is cheap and simple to make, although it adds a humorous value and gives a relaxed and enjoyable feel about the show, it simply cannot have the same quality as House because of the issues in money. This music will be repeated in every episode, so new music doesn't have to be created, thus saving money.

The programme is studio based, therefore no location changes are made and only one set is needed. This does make it easier to film than House as all equipment is already set up for each episode, such as lighting and camera position. This really is to save money once again, as multiple locations means transporting equipment and actors, which is expensive.

Only one actor is used in TV Burp, being Harry Hill. This saves costs in hiring actors, but also ease as he always knows how the show will go and therefore the structure. In House there are multiple actors, in which new ones can come and go. This adds more depth to the show as new faces lead to new storylines and plot twists. That being said TV Burp only really needs one actor to present and comment around the clips shown. But given the money I am sure ITV would have more than one person.

The set used in TV Burp is cheap. It uses very simple designed and simple coloured backgrounds, with no differences between episodes. This repeating set usage saves money and saves time. In House the sets are very detailed (made to mirror hospital and surgical scenes) and the sets may change, especially when changing location e.g. from inside to outside. The differences in sets are based around budget and resources, in which House has the advantage.

For TV Burp there is only one costume, Harry Hill wears the same costume throughout every episode. Although this gives consistency to the show, it lacks detail and can seem effortless. With House, there are a numerous costumes just from the amount of people on film, but with each episodes outfits change, and are also suited for different times throughout scenes. This comes down to not only lack of money on ITVs part but also lack of any change in the scenes, as the structure in TV Burp is kept the same.

Finally as the last comparison between the shows on Harry Hills part is the audience. The audience is real for TV Burp but is most likely volunteer. This suggests a lack in money also as they are not forced to pay them for clapping and laughing etc. Although there is no active audience in audio for House, from previous comparisons it would most likely be better quality or more authentic than TV Burp, simply due to the advantage Fox has in resources and money.

James Stephenson

James / Overall: an excellent project clearly demonstrating thorough knowledge perhaps could gain final marks by looking again at horizontal integration work.

17/20

Attention excellent!

31

Micro Case Study

Dene Films

could discuss the kinds of work undertaken with examples.

Dene Films is a Media Production Company who creates Films, Commercials and Documentaries. Their art facilities are based in the North East of England and their office is based in London. As Dene Films is a regional company it faces problems that international companies may not have to face. This mainly includes the lack of money and staff. Due to it having a lack in finance and the social problems of the recession, the company can't afford to make a commercial for themselves. With the lack in staff, only having 20 people in the whole company each member of the staff will at some point have to multitask, in which they take on more than one role so they can get the job done in time.

how might this multi tasking work in reality?

When a client asks Dene Films to make a Commercial or Documentary etc, there is a process in which most clients go through to find the correct business for the job. Firstly they will narrow down the companies they know in the media industries to a few practical choices. Secondly they will contact companies which they are thinking of using. The companies will then give them an invitation to go to the company and talk about the project in mind. The company will then suggest a budget for the ideas the client has given. Next the company will arrange a script (pre-production stage) and show it to the client. Finally the company will generally try to keep the client off the set even though many would like to, this is important as it ensures the end product is made professionally and correctly.

The Key Managerial Personnel of Dene Films are as follows:

Producers – Jonny Swales/Claire Storey Lambert/Elaine McMahon/Richard Lee/Chris Chapman: The producers are needed to buy all of the relevant equipment needed and put them in the correct place, ready for people to use. The producers are the top roles of the media production company; therefore they are the key creators for products.

NOT necessarily

Directors – Steve Salam/Jonny Swales/Chris Chapman: The directors will take the equipment from its place and use it in shoots. The directors bring the script to life, after firstly reading the script they will make a shooting script in which the different shots for scenes are worked out. They also work out the order of the shoots, trying to make it most efficient in terms of location and time and not necessarily in the storyline order. They may also create a storyboard, to visualise and help them see the order of the story.

Art Directors: The job of the art director is to ensure that all the costumes and props needed for the shot are present and that they are in the correct place. They need to make sure the actors and the set are ready for shooting in terms of specific items needed for the scene. When working with clients the art director will try to give them an image or basic idea of what the clients ideas could become when on set. For instance when the client gives the company a script the art director will try to change the concepts/words into something visual by working with designers.

Key jobs and processes within the stages of production:

Pre-Production, this is the most lengthy stage of the production process. Processes in this stage are as follows:

- Casting/Crew Planning
- Scripting/ Storyboarding
- Location Surveying
- Financial Planning
- Costume + Set Planning
- Health + Safety Planning
- Production Schedule Planning

✓

could make some comment here regarding difficulties/problems encountered

Jobs involved in this stage are as follows:

- Producer
- Scriptwriters
- Location Managers
- Researchers
- Finance
- Admin

again comment needed.

Production, here is the list of processes in this stage:

- Rehearsals
- Set Creation
- Lighting rig set ups
- Filming
- Sound Design

Jobs involved in this stage are as follows:

- Producer
- Art Director
- Director
- Assistant Director
- Camera Operators
- Technical Crew
- Make up
- Lighting crew

Post Production, the lists of processes for this stage are:

- Sound Editing
- Post Production Editing
- CGI & Effects Creation

James Stephenson

33

Overall

Sound work but -
could offer more
detail where
indicated.

- Some really
nice detail in the
job roles overview
- well done here.

Titling
Publicity & PR Work
Distribution Marketing & Sales

Jobs involved in this stage are as follows:

Producer
Editors
Costume Editors
Finance
Admin

13/16

ut /
got
Dene Films uses these staff, but not necessarily one person doing one job or role. Due to their small staff size of 20, they often have to multi-task when it comes to finishing a project. If the Company is pushed for time or there is a lot to do for a project, the crew members may have to take on more than one role to be able to get the project done on time. Because of this the Production Personnel are known as Production Assistants, due to them nearly always have many jobs to do, or are involved with many roles in production. Such as a Camera Operator may have to help the Technical Crew or the Lighting Crew, or whichever role needs staff.

The Production staff are most likely employed on a freelance basis, where by Dene Films hires them for a project when needed and when they have finished, they will leave. This is because they only need the production staff for a short amount of time, because the gap between making new adverts/commercials depends on when a client goes to them and asks for something or they find a client who wants one of their ideas made. Some companies have programmes or on going television shows in which filming and production is continuous and is constantly needed. For them it is cheaper for the production staff to be on salary, but for Dene Films it's cheaper to use freelancers.

Concerning staff, some jobs that are very important to the company are often overlooked. The support staff, these include Accountants, Facilities Manager, Finance and Admin. They are important to the company not directly in what they produce for their customers but without them, the company wouldn't run. The Accountants are needed to make sure the income and outcome of the company is how it should be, therefore giving the company a profit on each project, without them it could comprise the company in terms of profit, meaning they lose money. The Facilities Manager is there to ensure the facility its managing is working as it should and that everything is running smoothly, without them, the facility would simply be unorganised and may miss deadlines or miss out details. The Finance department is important to the company as they are needed when working out the costs of a project, how much it will cost in each stage of production and how much they plan on returns. As Finance is closely linked to accountants, they carry the same losses to the company if not present. The final support staff are the Admin's, they make sure all computer related processes are running smoothly and all of the company's data is correct and secure. Without Admin's, the security of the companies data could be at risk and the possibility of users corrupting the files/network is slightly higher.

AS Media Production Unit 1 Micro Case Study

Roles Research Moving Image

<http://www.skillset.org/film/jobs/>

what are the key stages?

- Isolate the jobs and personnel found within your company
- Identify, in your own words, the roles and responsibilities of each non acting role
- Identify possible career pathways that might lead you to gaining such a role

| Job title | Responsibilities of the job title | Skills needed | Career Pathway |
|--------------------|---|--|--|
| Producer | They are involved within each stage of production where they ensure everything is running as it should. Their main role is to turn ideas into an actual piece of work. | They need to be good businessmen, strategists, motivators, negotiators and creative visionaries, be able to see and solve problems before they happen, and the motivation to do what it takes to get the project done. | With no direct course in a college or university, you need to have previous experience with a film industry and worked as some kind of producer such as a Line Producer. |
| Director | They can write the script or commission it, they decide on things such as the crew and locations. They also manage technical equipment such as cameras, sound and lighting. | Need to be creative and artistic with good leadership skills. Need good communication skills and to be capable to endure very long working times in great detail. | Runner, 3 rd Assistant Director, 2 nd Assistant Director, 1 st Assistant Director, Director. |
| Production Manager | In all stages of production they are usually looking at finance and costs. Checking costs of equipment, bills are paid and invoices are correct. Check health and safety is covered and can alter the budget to suit the project. | Great detail of film production, with skills in organization and planning. Need to be good with budgeting and the ability to use software such as Microsoft Word. | 2 nd / 1 st Assistant Director, Production Manager or Production Co-ordinator / Assistant production manager, Production Manager. |
| Sound Producer | Recording all sounds needed whilst ensuring there are no unwanted sounds. Make sure all sound equipment is working correctly. | Need good knowledge of acoustics, electronics, microphones and digital sound recording equipment. Good | Start out at lower levels within Production Sound departments with basic knowledge then |

| | | | |
|---------------------------------|---|--|--|
| | <p>Work in early days with director to reach the full potential of the film. Select the best takes from all the shoots and put them together, repeating until 1 set of shoots is used. Work with sound production crew on music and sound to mix it so it fits well with shots. ✓</p> <p>Spend long amounts of time on a few copies of the same "hero" type prop or work for short periods on numerous props for dressing. If actors will work with the prop created by the graphics artist actors need to be trained with appropriate skills relevant to the prop. ✓</p> | <p>Need to be creative and have a good imagination. Good communication skills with ability to be a team leader. Need to know the health and safety procedures. ✓</p> | <p>move up to higher levels such as Production Sound Mixers. ✓</p> <p>Runner, Assistant Editor, Editor continues to be Senior Editor, Chief of Production. ✓</p> |
| <p>Motion Graphics Artist X</p> | <p>Excellent calligraphy and communication skills, with the ability to work in a team or solo. Need high attention to details and need to be creative. X</p> | <p>Most likely to have a degree in Graphics, Art, Architecture, Theatre, Interior or 3D Design first. Take work experience of Art Departments.</p> | <p>Most likely to have a degree in Graphics, Art, Architecture, Theatre, Interior or 3D Design first. Take work experience of Art Departments.</p> |
| <p>Production Assistant</p> | <p>Helping the Producer in all stages in production with administration. The producer gives them responsibilities including writing, making phone calls and interviewing people. Asked to assist with copyright issues, meetings and events. ✓</p> | <p>High interest in the business of filmmaking. Be eager to gain more experience. Good with planning and organization. Good communication and time management skills. Need to be good with computers with ability to use software such as word processing and email. Be able to read scripts and be able to work alone as a freelancer. ✓</p> <p>Need physical strength and coordination to move around the heavy cameras. ✓</p> <p>Need to have good communication and creativity using technology. Be able to work by themselves or in a group. Good perspective and movement and sensitivity with artists and crew. ✓</p> | <p>Preferred to have a BA in Film Studies or English as minimum. ✓</p> <p>Industry experience with Assistant Direction or Production Department helps. ✓</p> <p>Experience in reading screenplays and writing coverage also helps. Full clean EU driver's license. ✓</p> |
| <p>Camera operator</p> | <p>Begin work at the end of pre-production or production. In basics setting the cameras to the right angles and filming the actors whether static or moving for all shoots and takes. Work closely with the actors to see what can and cannot be seen by the camera and how they can use different angles for different scenes to</p> | <p>For basic skills go to film schools for training courses. ✓</p> <p>Having work experience/ getting a placement. ✓</p> <p>Foundation/First/Postgraduate Degrees in Media, Film and TV production help a lot. Most</p> | <p>For basic skills go to film schools for training courses. ✓</p> <p>Having work experience/ getting a placement. ✓</p> <p>Foundation/First/Postgraduate Degrees in Media, Film and TV production help a lot. Most</p> |

| | | | |
|--------------------------------|---|---|--|
| <p>Actors (freelance)</p> | <p>express different emotions. Maybe take some research on the role they will play. Help to contribute ideas to the directors whilst being criticized. As a minimum be able to play the numerous roles and be able to stay in character for each. Responsibility to be adaptable and be able to change in ways which the director/producer sees fit.</p> | <p>Be able to prepare and perform for auditions. Ability to learn and forget roles/lines. Be able to learn scripts fast and sometimes in shorter times due to director cuts. Physically well as some roles may require dancing, driving or fighting. Be able to keep time as lines must be said in time. As a minimum be confident and must ensure they are comfortable when acting in front of other people.</p> | <p>camera skills are learnt with practical work experiences. Part time classes for children. Full time acting academies for students. State specialist schools. HE and FE colleges. Schools for over 18s that specifically teach drama, they have strong links with agents, casting directors, production companies and broadcasters. So when the course has finished getting companies to employ you is easier.</p> |
| <p>Make up (freelance)</p> | <p>Usually looking after a few actors, they need to make sure each has the correct make-up for the shoot. If the artist is personal they will only work with that actor, although given a brief from the make-up designer they are in charge of their actor's make-up. Need to check if the actors have any skin conditions before applying make-up. Usually the artist stays with the actor on set to keep the make-up looking perfect between sets. When the shots are finished they need to make sure everything is removed and cleaned.</p> | <p>Useful make-up specific skills are needed such as glamour, ageing, dressing facial hair, tattoos and creating skin disease and burn effects. Need good communication, organization and presentation. Need to be able to work well in a team. Need to be good with IT.</p> | <p>Should have a Level 2 vocational qualification or equivalent un Media Make-up. Should have 4 years of professional experience. Short courses at level 2/3 or specialist, industry approved short courses may be helpful. Having work experience in theatres or prosthetics makers helps. Full EU driving license. Attitude and personality for the job are important.</p> |
| <p>Costume (freelance)</p> | <p>Given a brief by Costume designers with detailed drawings and specifications, the makers use them to create the correct outfit with the</p> | <p>Need to be creative, with a good sense of colour and design. Need expertise with costume ageing/distressing. Need to be</p> | <p>May need BA honors degree or BTech diploma in Costume Interpretation or a City and</p> |

✓ VGM

| | | | |
|--|---|--|--|
| | <p>correct measurements. The costume makers need to research into period costumes to create the correct details and use the correct fabrics. They estimate a time and cost for the costume then begin making it. Fabrics are sometimes given by the company. When finished the makers need to ensure the first fitting of the costume is comfortable for the actor, so they can make last minute adjustments if needed.</p> | <p>confident with period costume, corsetry and hosier as well as fabric qualities and clothing cuts/fits. Need to know other specific talents such as drawing, draping, hand sewing and wig work. Need stamina for long hours and intensive work. Need good communication skills whilst working solo or in a team.</p> | <p>Guilds in Garment Making. Practical experience is essential. Previous work as a Costume Assistant helps. Need to keep a portfolio of work such as photographs and film stills. Full EU driving license.</p> |
|--|---|--|--|

How are women represented within the media?

The representation of women starts with the ideas the media text give us about masculinity and femininity. They are created through the media and they form the view of how males and females should behave and look. In television it can be seen in adverts with colours, boys are always shown with colours such as blue and red where as girls are with pink, purple, yellow. These colours give people preconceptions about genders. The content of the adverts usually depicts boys playing with toys whether they be soldiers or action figures of cars, girls will have to play with dolls, babies and domestic style toys. This really creates a divide between masculinity and femininity at an early age which creates a gap of what is to be expected from each gender. In reality the parents should allow the children decide what toy they would like, but because of media texts it comes as a negative consequence if there was a feminine boy or a masculine girl.

Doesn't really answer the Q!

The 3 major types of representation of women in the media made of women are as follows:

Needs context.

Traditional (Housewife) up to 1960s – This was the basic view that women should only do domestic where, they would simply cook, clean and take care of the house and the children. Women had no control over there bodies, therefore they wouldn't question having children.

2nd wave Feminism after 1960s – With the rise of Feminism and the birth control pill, women had control over their bodies. With this they also tried to get equal rights to males, in which they could vote and have equal jobs.

3rd wave Post Feminism after 1990s – The Post Feminism stage can be seen as a mix between Traditional and Feminist representations of women. Where women gain high standard jobs, but can still look after the house and family, or share the role with the husband. With this representation women have are focused on there career can still use there looks to there advantage such as Cheryl Cole who has a focus on her career in X Factor but knows the power of her body within her music.

In 1975 Laura Mulvey investigated how women were represented in the cinema. She found that the cinema showed women from a male's point of view, and that they were objectified. She found that women's bodies were used simply to gaze at for the male audience with rendered the women as a passive object for men to have voyeurism over. Simply something that the males can have control over. By deploying techniques such as using eye lines, frame rate and composition the women could seem to be passive. By having the eye lines looking down on the women, they would seem to be less of a threat, by having the frame rate slowered at points where the women seem passive or objectified, the men have more time to look a them. With research such as what Laura Mulvey provided it is easier to understand why feminists were criticizing how they were represented. They believe society is unequal and that of a glass ceiling in which they cannot get into senior position jobs. They say the society is a Patriarch in which male dominate, in which socialisation is telling people how to behave and act, causing this negative view on women and their rights.

With Margaret Thatcher being in power the closing of steel works, coal mines and shipyards caused mass amounts of men to lose there jobs and become unemployed. As Feminism was at its highest,

could give examples of media refs to help that argument.

Again examples

how do these link to Feminist Backlash?

these 2 large events combined together and made men feel less important. From this came the Feminist backlash in which the men tried to bring back power to the males, but failed.

In a second attempt in the 1980s and 1990s 'Lads Mags' were being produced. They show images of women with barely any clothing if at all, and with stories about sex with a clear male point of view. This is also present in today's society with Magazines such as "Zoo". This magazine shows women wearing barely any clothes if any, whilst the women are happy and give a look of invitation for the curiosity of the male reader. This is a clear way in which women are objectified, by saying that women simply just want sex and want to invite males all the time. In Zoo many tactics have been implemented to show women to be passive and objects for sex. The use of Lighting to light the breasts, hips and face, whilst having the breasts in the middle of the picture gives a focal point to men that tells them they are the most important areas. The camera is tilted down towards the women whilst their eye line is lower than camera, these 2 tactics give the women a less confronting look and makes her seem more passive. The language uses terms such as "Boobs" instead of women, saying that is all they're about and in the stories talks about how if she doesn't want to have sex and she doesn't get her drunk or take her to your friends so that he can get her in the mood. Also that when having sex it talks about increasing the comfort for the males as the females don't matter. These two examples are clear representations how women are talked in a way that shows them as passive sexual objects. → with what effect on Men?

Give specific examples?

Could quote text.

Another example of women shown as sexual objects in the media would be from another similar Magazine called "Nuts". The images of the women themselves use lighting to accentuate the woman's 'assets' and face. The colour of their clothing usually yellow pink or light blue, giving them a more feminine look. The camera is usually at a medium distance away from the model to show from her head down to her waist but sometimes her legs as well. The camera is usually pointed down towards the woman giving her a more submissive look and pose.

Give specific examples

The mise-en-scene in most Nuts magazine pictures, play to the male's fantasies of women in different scenarios. By using erotic text they can also fill to the males fantasies such as using words like 'sexy' and 'slim'.

Such as?

An example that counters the Feminist Backlash would be "Sex and the City". In which 4 strong women are shown to be in control of their own lives and have very successful jobs. It brings a post feminist view back to women as they also have many relationships and know how to use their bodies and looks. All of them seem to be able to have fun and laugh amongst themselves with no pressures from males or housework all day. This programme cuts out the view of objectification by showing their careers and showing how they are individuals in control of what they do, how they behave and what they wear.

How is disability represented in the media?

Absent Representations

In this context absent representations is the lack of people with disabilities in the media. The absent representations are present for 3 reasons. Firstly advertising perfection sells, having adverts and people who are "perfect" in the media will actually sell well and companies won't want to take the risk of making adverts with disabled people as they may not sell. Secondly television tries to give escapism from the real world, with this when people come back from work/school they want to watch television which takes them away from problems of reality and is different from what they have just done. Finally in the media industries people with disabilities are not Gatekeepers, meaning that content and information released in the media is not looking through their eyes, giving usually a bad representation of them.

what are gatekeepers.

The effect of these absent representations to society's understanding and perception of disabled groups is that society see these groups as a lower scale to the rest of the public. This meaning that they are limited to what they can do and so have lower jobs, D, E areas of the socioeconomic table. With this they are less able and looked down upon by the public, giving them a very negative prejudgement.

Disabilities in television/film

Disability used to drive plot and character in television/film drama is a lazy shortcut. People with disabilities can be shown to give the character an appeal of sympathy, or give others a sense of entertainment as they feel good about themselves, because the persons lack of something gives them an excuse to forget about the persons problems. The representations shown in the dramas are not accurate of the real experiences that disabled people face. The stereotypes shown in the dramas simply reinforce negative attachments towards disabled people and show ignorance towards the nature of disability.

examples!

People with disabilities are often used as villains in films because of their indifference to other people. Here is a list of examples of how disabled people are used as villains:

- To convey badness or evil
- Used to create a heroes weakness/ fallibility
- Used to repulse audiences or stop them from identifying the character
- Disability can provide humour to the character
- Provides antagonists with justifications for irrational behaviour e.g. an axe murderer

eg?

As a result from absent representations and all the negative representations, including villains in films, disabled people have been given 9 distinct stereotypes which are used in the media. They are as follows:

- Pitiabile or Pathetic
- Curiosity/Violence towards them
- Sinister/Evil

eg?

- The Super Cripple
- Laughable
- Own worst enemy
- A Burden
- Nonsexual
- Being unable to participate in daily life

Examples of these stereotypes used in television and film can be seen in "The Wizard of Oz" (1939), where the munchkins are shown to be unable to solve their own problems, by needing Dorothy to defeat the witch and as if they are from a different world. This is stereotyping against people with dwarfism, where by they are Pathetic in terms of not being able to at least make a plan to kill the witch, and they are laughable as always seen as happy. Another example is in the movie "Batman Returns" (1992) in which the villain "The Penguin" is seen to be physically disabled, therefore deploying the Sinister/Evil and Nonsexual stereotypes.

could use your own examples?

Positive Representations

Channel 4's Cast Offs creates a positive representation of people with disabilities, as it shows it through their eyes with their perspective. The show achieves this 'self-representation' by showing them as people who break the stereotypes. In the opening sequence where their jobs are shown, they each have successful jobs with the exception of one who is unemployed. This breaks the stereotype that they cannot participate in daily life. One of characters 'Gabriella' is pregnant but is deaf, which breaks the stereotype of Nonsexual.

In episode 6 of Cast offs where it follows Carrie. She is seen to be engaging in many daily tasks, in which the stereotype is broken. She is seen buying food from a shop, walking around town, engaging with friends and she lists of many previous jobs she has had and even a past boyfriend. This clearly shows how dwarfism has not hindered her in a way the media would say, which is being pathetic, being sympathetic and unable to do anything. She seems to be very confident and intelligent in the way she interacts with responses from people.

In episode 5 of Cast off where April is followed, the beginning sequence shows Will running like a regular runner breaking the stereotype of being pathetic or unable to participate in daily life. April is shown in this episode with a successful job as a Research Scientist; she has friends and partakes in brave new things each week as a challenge to herself. Although she doesn't like dating she accidentally ended up going speed dating where she got on well with someone. She is also found out to be previously married. All of these break the negative stereotypes of being unable to participate in daily life, being non sexual and being pathetic. *with what effect on the TA?*

Through these episodes and breaking negative stereotypes commonly associated with disabled people, we can see that they have been represented positively and in a way in which informs the public of how they really are in real life situations.

Here are some quotes from the Channel 4 website about how Cast Offs was made:

"a genuine un-pricked taboo" — and?

"shake up preconceptions about disability and perhaps - just perhaps - change the way some people view disabled people."

"Muddy forests, steep hills, sand dunes and boats are not the best places for disability access, so it was all hands on deck"

"The whole thing was a wonderful experience. Exhausting, but wonderful."

"Together, we created something truly worthwhile and that is a fantastic feeling."

Needs
discussing

After looking at the show "Little People, Big World" (a show featured solely on people with dwarfism and their lives) and comparing it with Cast Offs I can see how the shows portray the people in different ways. Although Little People, Big World does show them as being able to have friends, jobs and relationships I think the show on a whole is based on entertainment value and doesn't include the real struggles and problems they face. It also doesn't show any appearances of people saying negative things about them. This may seem to be a positive thing, but in reality it doesn't show how it is in normal day life, as it does in Cast Offs. As a final point about the comparisons between the shows, Cast Offs to me seems to show a more real scenario of how people react, where as Little People, Big World tries to only emphasise on the positives, which can make it seem more for entertainment than education.

why?

Needs
to
discuss
specific
scenes?

As a second comparison I looked at the programme "The Boys Whose Skin Fell Off". This programme follows a 36 year old man called Jonny Kennedy who suffers from Dystrophic Epidermolysis Bullosa (EB). Although this programme shows how he is intelligent and knows what he wants, it shows him in my opinion as something to see and simply "look at". As similar to the previous show I compared with Cast Offs I think this show is also looking for entertainment value and sympathy rather than showing how this condition isn't a problem. With this in mind it does show how he can live out all his dreams within his last 4 months of life, therefore this programme isn't that much of a negative look compared to Cast Offs.

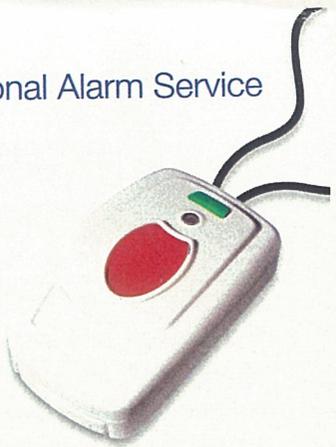
how?
where?

discuss
specific
scenes?

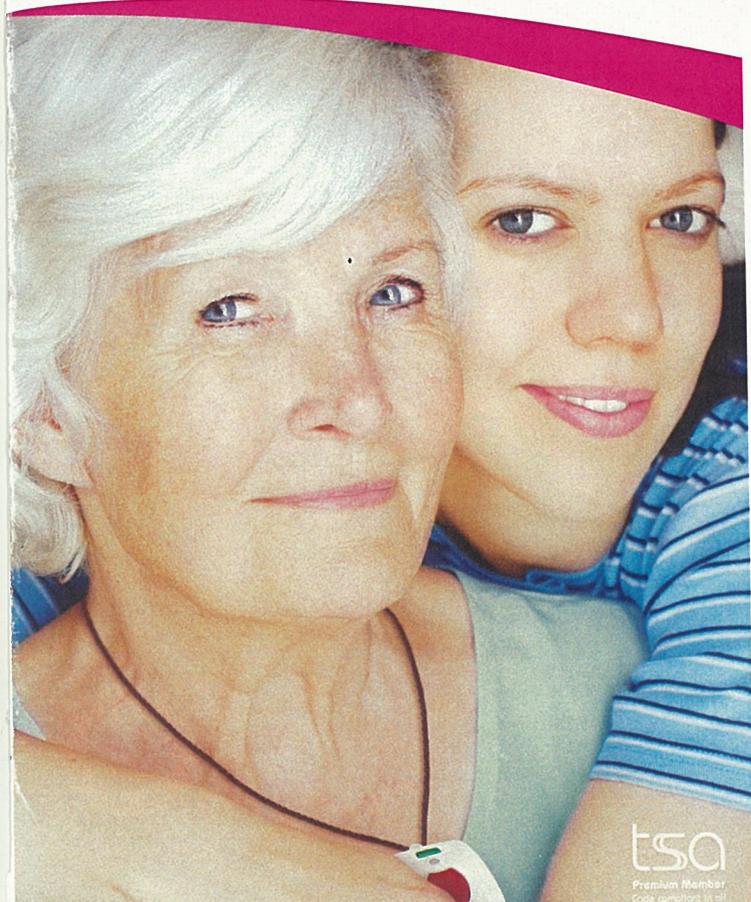
Again well argued but lacks own examples! Needs
more analysis of specific moments from the texts chosen
too. 8/12

AGE
Concern

Personal Alarm Service



Independence
when you want it,
help when you need it



tso
Premium Member
Code complianc 10 01

Age Concern Leaflet Analysis

Needs to discuss denotation / connotation!

The Age Concern Leaflet from my point of view shows how the personal alarm pendant brings happiness to its users and how it is easily useable. I feel that some people who read the leaflet could come away with aberrant readings, such as thinking the product is a kind of tagging device. This is unlikely however due to the Anchorage used with captions and text to follow the pictures. ✓

The Lighting used in all images is butterfly lighting as no shadows are present. I think this has been used firstly because all of the images feature women, especially the main image, which is complemented the most by butterfly lighting due to its softer, glamorous and happier look. This may also be used as it makes the model clearer for the audience, who might have poor eyesight. ✓

does it also underline the emotional content of the image -

I have found there are no Generational Triggers in this advert, but it does play on Emotional Triggers by trying to show security through the younger women around the older women and happiness through the expressions of joy on numerous faces. ✓

Misc en Scene for the costumes includes colours such as green, blue and red. These symbolise the colours used for the age concerns logo, giving the models a more professional appeal. The skin is yellow toned, which along with the contrasts of bold clothing colours are easier for the audience to make out. The poses carried out by the models show emotion through their proximity to each other, showing a close possibly relative position between them. Mainly this pose shows the security and caring emotions, which will surely make the target audience feel better about the product. The body language and facial poses give a serious yet relaxed approach to the product, where they are not overly happy and are looking at the camera. As they are looking out the corner of their eyes, this is less confrontational, which the audience will surely feel is a more comforting and welcoming look. ✓

Brands the product

In terms of Colour they are using a 3 palette rule. They have used white for the background, blue for the foreground and pink for the accent colour. These colours represent the colours of the age concern logo, which make the leaflet seem branded and more official. These colours also contrast well, so the text is easy for the audience to read. In terms of meanings, pink is a young colour bringing an appeal of youth back to the audience. The blue is a calming colour which is neutral to both genders, giving a calm and relaxed look for the leaflet. ✓

sans serif font?

The Font/Text chosen is a nice rounded edge font, where it is easy on the eyes. Although I personally think the text should be larger and have slightly more space between letters, just to make it easier for the poor sighted readers to see. The text-to-image ratio is about 60:40, which appeals to the audience as older people like to read. ✓

e.g.?

Language used in the leaflet is persuasive by trying to make you feel like buying this product will simply make everything easier, more secure and happier. The language is a direct address narrative voice, meaning they are specifically trying to talk to "You". This gives the product a personal, inclusive and active feel. They have used testimonials in the leaflet to show the audience how the product has affected people like themselves, and that they could be like them if they buy the product. ✓

For the Primary Images in the leaflet the Imagery is formal and the models are posed. For the secondary images they are candid, where they are not aware of the camera. For the product they have gone for an image that just shows the product itself, rather than the product in use. This shows they know the target audience prefers to see just the product, as it's easier for them to work out what the product is. They have chosen to use identifiable imagery as well, where you can see the product and the people around it (the background around the image is showing); this plays to the audience as they like to relate to the people within the image. *why?*

I think this leaflet is Functional, as it shows that the product is meant to be used by more mature adults, to help them in case they need assistance at a given point. With this the leaflet has also created a very effective "Window to the ideal self" in which the person who reads it will feel that if they use the product they will become like the women from the primary image (seen to be a perfect women of that age in terms of looks and health). From this I believe this is very effective advertising and plays to nearly all the ideals of the target audience. *will debunk.*

*Needs to discuss convention / denotation
Needs to give more example discussion of text / layout components.*

40

9/12

good understanding conveyed

Hovis Advert Analysis

and generational?

Adverts try to deploy triggers for the audience to relate to and take more interest in, the Hovis advert is no exception. For Emotional Triggers they have used the journey through the child's eyes for 122 years of Britain to relate to how long Hovis has been produced for. This will bring memories back to any of the customers that have been buying it for along time. The Generational Triggers the advert shows can be seen through the events and memories such as the war and women's vote. For people who lived through these times they will associate Hovis with pride of Britain's achievements.

The Misc en Scene used in the advert in terms of lighting is high key lighting. This is to make sure the audience can see clearly what is going on as they may have poor vision. The child walks slowly through the sad parts too give more time for the audience to remember the event. The clothes and setting change throughout the generations, which is most apparent when looking at the 60's costumes. The advert is seen through the eyes of a child at the working class, which represents the majority of the audience, as they would have been in this category at this time.

gd
what in particular makes this a working class vision?

Colours used in the advert are predominantly browns. Brown represents things that have aged; it shows a link to the bread due to the earthly colour and bread originating from the earth. Brown is a neutral colour to both genders and represents the working class. It can mean comfort, reliability, warmth and appetite. All the above factors relate to the target audience.

The Font/Text used in the Hovis advert is easily readable from the use of contrast between the white text and darker background. The text is all uppercase and in the centre of the screen, making it the focal point after looking at the bread. The font is simple and easy to read, as also portrayed by the bread (being simple and easy). The space between the letters can also be noted as it helps the audience to read it. The font is gender neutral and gives off the impression of being timeless, which is what they are also trying to portray in the bread. Many factors of the text/font used help the audience to read as the majority will have poor vision.

The Language that is used generally sends the message that Hovis bread is as good as it always has been, which links to them suggesting that Britain is as good as it always has been. These are seen as a statement not as a question. There is a strong British accent used (northern), which is usually linked with being friendly and the working class accent. With these statements and northern accents, the advert really tries to speak to the audience on their level.

Sounds present in the advert reflect the situation correctly, the music is sad at times where the advert shows depressing times, and happy at good times/events. The sounds/music doesn't clash with the speech, which is a useful factor, as the audience may have poor hearing. The music matches the generations throughout and the tempo increases as the advert gets closer towards our time, until the climax at the millennium fireworks, before residing back to the original simple piano whilst looking at the final simple slide of the bread.

→ does this give the ad an uplifting effect?

Editing within the Hovis advert is generally slow paced. This is so the audience has enough time to absorb the information for each generation. Although the editing does speed up when getting to the fireworks scene, but this is to build suspense/excitement. The shots are connected as they use

James Stephenson

gd.

continuity editing, shown best at the scene where the can is kicked from the car scene into the scene with destroyed houses and aftermath of bombings. This gives the advert a greater appearance when they are trying to send the message that each generation can relate to Hovis.

The Cinematography contains long shots which allow us to see the entire background image, such as in the bombings and the WW2 march. There are low angle shots to the figures that hold pride such as the soldiers. But also many medium and close shots so the target audience can clearly see the image. With the various ranges of camera shots, this gives depth to the scenes and shows how all ages are considered.

I believe this advert can be perceived as a functional, symbolic and/or an experimental advert. For functional it is showing that the product is food, and that we are meant to consume it. For symbolic it shows that if you eat the bread, you are more British and hold more pride in previous achievements. Finally as experimental it shows that as Hovis has always been the best bread for Britain, it will still be as good as it was and still taste as good as always.

*I create
also
short
varieties.*

Some good discussion here.